

HALIFAX REGIONAL
INTEGRATED
TOURISM
MASTER PLAN

2019 and 2030



Our Mission

We seek to maximize **economic and social benefits** derived from the tourism industry for the benefit of the people who **live, visit, and invest** in our region.

We do this by **showcasing the best of our region to the world**, and through **collective impact**, we seek to shape the sustainable future of our industry through good **planning, investment, and design**.

How we create value – Our Core Programs



**Destination
Marketing**



Visitor Experience



**Meetings and
Conventions Sales**



**Festivals and
Events**



**Destination
Development**

MASTER PLAN FRAMEWORK

Working together, the Halifax region will harness our culture to build and promote a model, sustainable tourism destination. By remaining authentic to our heritage and Halifax's distinct vibe, diversity, creativity, and talent, we will share our unique communities and a quality of life that is deeply connected to our ocean advantage.



Make it easy to get here and visit



Develop responsible tourism

VISION

To be widely recognized as the favourite city in Canada.

GOALS

- Grow tourism employment
- Grow tourism revenues
- Enrich the lives of residents
- Align with related strategies

STRATEGIC THEMES



Build and enhance Halifax's key demand generators



Attract highest yield and growth markets



Establish, identify, and appoint tourism leadership



Be vibrant and alive, 365



Through the collective impact of combined efforts and resources of all tourism stakeholders, so much has been accomplished.

While benefits weren't achieved for each, we are proud of the work that was put in by the industry and our partners to reach the detailed planning or a further advanced stage for **75 per cent** of the initiatives.



Notable Projects Completed

Implement the Peggy's Cove master plan

Enhance the canoe-kayaking competition facility on Lake Banook

Develop an incentive program to attract strategic conferences in low season

Adopt ride-hailing services

Establish an Events Attraction Office

Create an investment filter to help assess impacts of proposed investments

Develop business case for increased marketing investment in fly markets

Evolve Discover Halifax to become backbone organization for ITMP

Complete a needs analysis for additional and enhanced outdoor performance venues

ITMP 2030



Adding
Regional Strategies



Deeper Technical
Analysis



Dedicated
Resources for
Implementation
Support

With Discover Halifax's dedicated commitment to tourism development, Skift's avant-garde tourism research and strategy expertise, and UPLAND's dedicated stakeholder engagement and deep-rooted knowledge of the HRM, this triumvirate orchestrates extraordinary potential.

Together, we form an unparalleled team dedicated to create an impactful updated integrated tourism master plan.



Discover Halifax (Client)

- Community-first destination marketing organization dedicated to sharing, promoting, and growing the Halifax Regional Municipality.
- Collaborate with the Skift Advisory and UPLAND to co-create and implement the project findings

Skift Advisory (Lead Agency)

- World's experts in travel and tourism, media, research, strategy planning, destination development, and meaningful community collaboration
- Strategy and research expertise in tourism master plans and sustainable destination development.
- Proven experience advising destinations around the world on branding and communications, community inclusion and sentiment, and effectively reaching economic, social, and environmental targets.

UPLAND (Sub-Contract Agency)

- Since its inception in 2014, UPLAND has quickly become recognized as a leader in developing locally-owned and innovative planning and design strategies.
- Professionally, UPLAND offers vast experience and expertise in planning, landscape architecture, urban design, public engagement and GIS analytics, and come from both municipal and consulting backgrounds.



Public Engagement

Dedicated Website and Survey

Industry Engagement

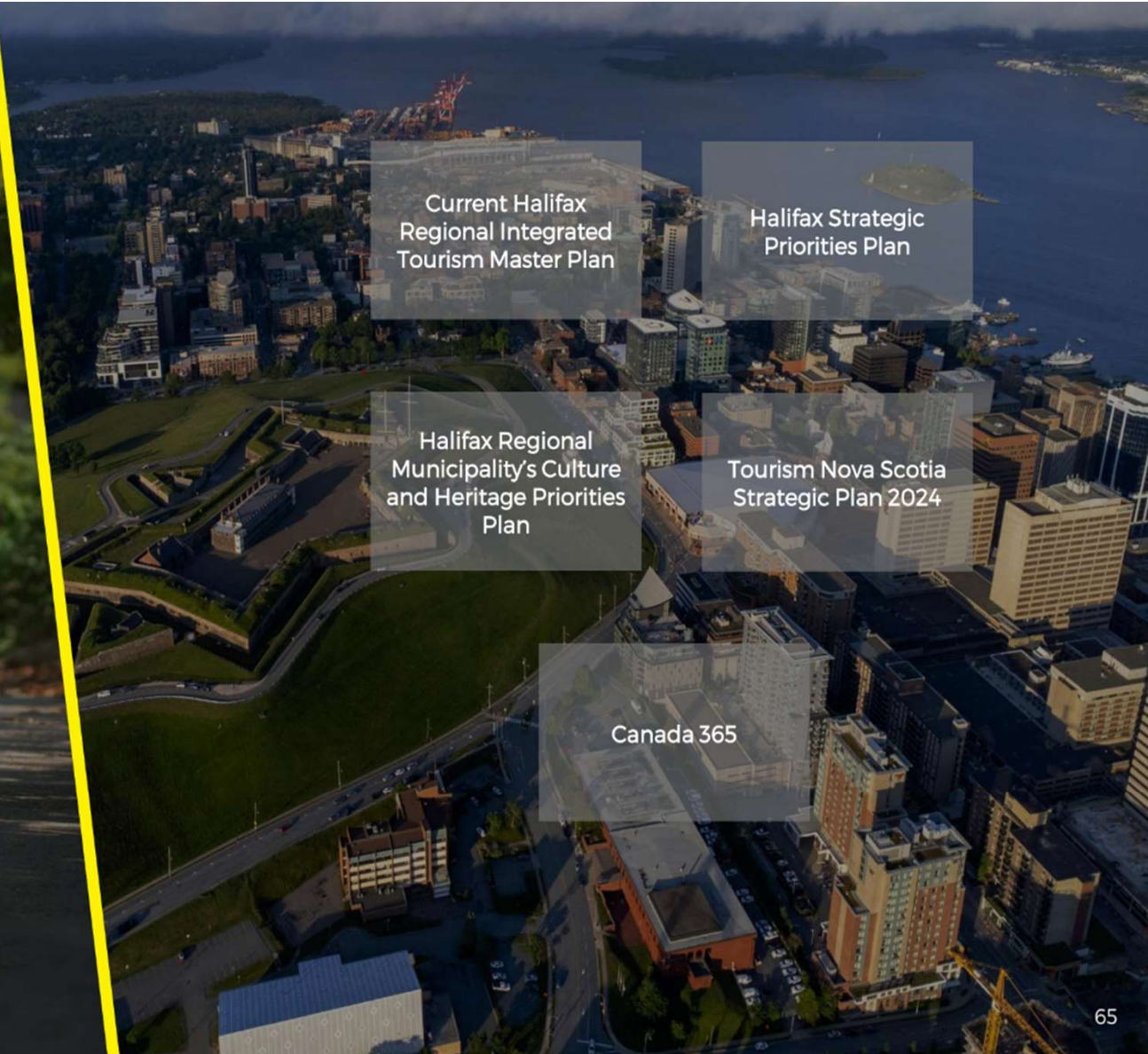
Expected bi-lateral meetings with all key partners and departments with overlapping and adjacent responsibilities

Regional Engagement

A minimum of 8 regional engagement meetings spread across HRM

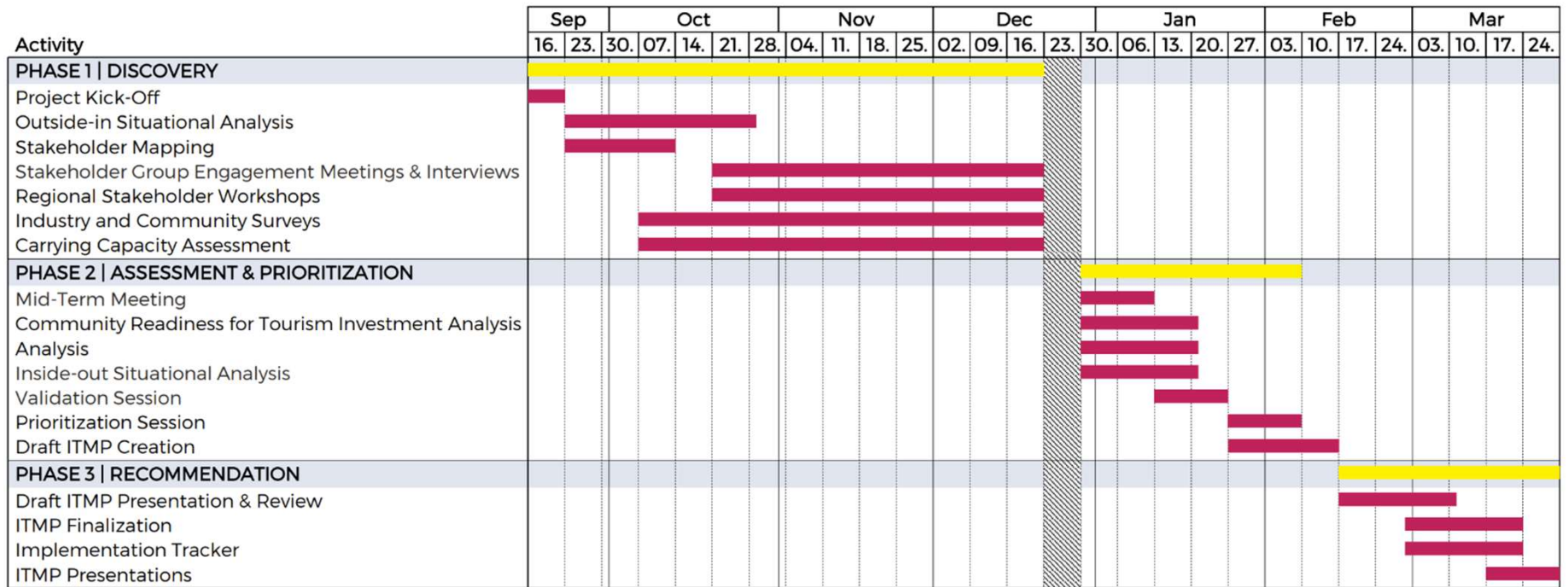
Alignment with Existing Strategies

While the HRM has an opportunity to carve their own path through an integrated tourism master plan, alignment with these existing plans and others must be at the forefront of destination management for harmony amongst the HRM residents, stakeholders, and partners, and tourists.



OUR PROPOSED TIMELINE

Skift Advisory can meet your requirement to complete the strategic plan by the end of March 2025.



Travel & Place - It is all Interconnected



Great Place to go to School



Great Place to Invest



Great Place to Live



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GET IN TOUCH WITH US

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